

**WATERMARK COMMUNICATION AND CONTROL SYSTEMS****Abstract of the Disclosure**

An enhanced television system (e.g., ATVEF-based) conveys enhancement data using an in-band, video watermark, channel. The system desirably is implemented using a layered architecture, so that the watermark nature of the communications channel is transparent to other layers that employ the enhancement data. Due to the in-picture nature of the communications channel, systems employing the detailed technology are not subject to some of the compatibility issues that are present with prior art techniques.